

BURSON-MARSTELLER

November 16, 1970

Professor Joshua Lederberg
Department of Genetics
Stanford University
Palo Alto, California

Dear Dr. Lederberg:

As you can see from the attached correspondence, The Washington Post has suggested that I write you directly concerning the possibility of reprinting one of your columns reviewing scientific aspects of the detergent phosphate controversy.

Public confusion on this complex subject still abounds, and developments since the appearance of your column suggest that the public disappointment of which you spoke may be imminent. Chicago has adopted an ordinance phasing out detergent phosphates (Mayor Daley having said, privately, that this was preferable to having his name associated with a bond issue). New York City may do so. State and local governments elsewhere may follow suit.

In the wake of this confusion, consumers are being confronted with the contending claims of detergent formulators as to the efficacy of their phosphate-free products. Many are worthless (one, announced in a full-page New York Times' advertisement, is 45 per cent table salt); a number are also caustic enough to warrant cautionary labelling. Then there is the separate problem of nitrilotriacetic acid, which you mentioned in your column and which will now be the subject of hearings before both the Senate Public Works Committee and the Senate Subcommittee on Air and Water Pollution.

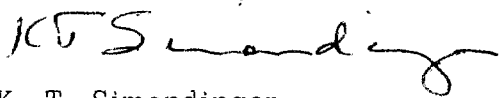
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It was my thought that wider distribution of scientific commentary such as your column, Dr. Abelson's editorial, etc., might help bring this controversy back into rational focus. Future issues of the same "flyer" will focus on the carbon theory, eutrophication, and available sewage treatment technology.

In addition to my enclosures to The Washington Post, I am also including as a matter of interest a scientific review of this overall problem prepared by the Inorganic Research Laboratory of FMC Corporation.

Thank you for your attention in this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read "KTSimendinger", with a stylized, flowing script.

K. T. Simendinger

Enclosures